

A STUDY ON INFLUENCING FACTORS OF ENTREPRENEURSHIP IN TRICHY DISTRICT

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OBJECTIVE OF STUDY

- 1. To study the profile of the respondents.**
- 2. To identify the factor influencing for entrepreneurship.**
- 3. To analyse the problems faced by the respondents.**
- 4. To provide suggestion.**

SCOPE OF STUDY

- The outcome of this paper can be used by researchers, government, non-governmental organizations, civil society, and local community to formulate effective policy that motivate to become entrepreneurs. This will have a positive effect on participation on the economic development of india.

MESURING OF INFLUENCING ENTREPRENEURSHIP

- This section discusses the theoretical framework of the relationships between the five independent factors/variables chosen, these being **Attitude, Desirability and Feasibility of Self-Employment, Family Background, Entrepreneurship Education** and lastly, **Environment**, affecting students' "**Entrepreneurial Intention**" (sole dependent variable). Five hypothetical statements (hypotheses) have been established in order to prove the above relationships and from the theoretical framework, these hypotheses have been constructed as follows There is a significant relationship between **Attitude** towards the behavior and student's entrepreneurial intention. There is a significant relationship between **Desirability and Feasibility of Self-Employment** and student's entrepreneurial intention. There is a significant relationship between **Family Background** and student's entrepreneurial intention. There is a significant relationship between **Entrepreneurship Education** and student's entrepreneurial intention. There is a significant relationship between **Environment** and student's entrepreneurial intention. Questionnaires methodology has been developed to obtain the required data in an efficient way. It is the best tool for researchers to collect the relevant information because it allows every respondent to answer the prepared questionnaires directly related to the topic (Zikmund et al., 2010; Sekaran & Bougie, 2010). References were also made to previous questionnaires in order to streamline all variables (constructs), thus enabling generating a wealth of information that will indicate good research results (details as per Table 3 below).

METHODOLOGY

This study is using the followings primary and secondary data :

PRIMARY DATA :

The primary data were collected customer satisfaction in Trichy. Questionnaire was prepare and administrated by taking a sample of 70 Entrepreneurs, which contains different categories of science & art student, Engineering student new business man and Rural Graduate.

SECONDARY DATA :

The secondary data comprise of varies books Journals periodicals and others published magazines are include in the story. Data was also collected from the company's records.

LIMITATIONS OF THE STUDY

- 1. The scope of study is limited to the respondents or selected from in and around limited area of Trichy.**
- 2. The data collected out for the period of 3 months only**
- 3. The sample unit was also limited 70.**

FINDINGS

1. In the analysis 51% of the respondents are the Male.
2. FINDINGS 27% of the education with respondents arts.
3. 63% of the respondents are the marital status wise of respondents unmarried.
4. 70% of the respondents are nature of family wise of respondents nuclear family.
5. 34% of the respondents are monthly income wise of respondents below 20,000.
6. 34% of the respondents are year of experience wise of respondents 2-5 years.
7. 64% of the respondents are training in entrepreneurship wise of respondents yes.
8. 74% of the respondents are received any assistance from any sources wise of respondents yes.
9. 74% of the respondents are location of your business wise of respondents rural.
10. 79% of the respondents are started business wise of respondents yes.
11. 30% of the respondents are business type wise of respondents others.

FINDING

- **39% of the respondents are start a business wise of respondents alone.**
- **64% of the respondents are sufficient number of customer wise of respondents yes.**
- **36% of the respondents are consequences of buying loans wise of respondents no saving depreciation.**
- **36% of the respondents are start any new business wise of respondents friends and family partnership.**
- **47% of the respondents are idea for the business wise of respondents training programmes.**
- **34% of the respondents are employees are there in your business wise of respondents 8-10.**
- **50% of the respondents are service /product your manufacture wise of respondents service xerox manufacture hotels.**
- **43% of the respondents are advertise your business wise of respondents websites.g**
- **43% of the respondents are current location wise of respondents customer will be easier to come and go**

SUGGESTION

The researcher found that the collected data would be of great importance as data base. The researcher would recommend more case studies in this direction, so that a entrepreneurship gets more recognition and acceptance. Such studies will help entrepreneur to solve the problems faced. It will motivate agencies and government to provide help, support and benefit entrepreneurship.

CONCLUSION

This study attempted to identify the entrepreneurial motivation in running the business, demographic profile and experience in work, relationships between family and business, type of business and family participation, growth intentions, and expansion plans. The results suggest that Trichy entrepreneurs are motivated by the high income, personal and family life flexibility, to control own time, and family security. Most entrepreneurs have a business experience more than 5 years, showing that the businesses are already in a relatively stable condition. Family participation in the business is mostly as the investor, which signifies the importance for the family to help the other family member in the early stages of business development. More family member as full-time workers than part-time workers, probably because they still regards working in the family business as part of family obligations. The result also showed that most of the businesses are listed as a sole proprietorship and original business. Most entrepreneurs in trichy prefer doing retail business, probably because of the high level of business success. For business development, most entrepreneurs prefer expanding the development of distribution channels, adding a new product or service, and selling to a new market.